GOVERNMENT OF INDIA
COMMERCE AND INDUSTRY
LOK SABHA

UNSTARRED QUESTION NO:3980
ANSWERED ON:20.03.2015
IDENTIFICATION OF FOOD PRODUCTS AND THEIR MARKETS
Rai Shri Prem Das

Will the Minister of COMMERCE AND INDUSTRY be pleased to state:

(a) whether the Government has conducted any study to identify the right food products and the targeted food markets, if so, the details thereof and if not, the reasons therefor;

(b) whether the Government has set/proposes to set benchmarks on food quality and traceability in line with international norms and if so, the details thereof; and

(c) the other steps taken by the Government to scale up food exports, including investments in branding of food products and improving storage infrastructure?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF COMMERCE AND INDUSTRY (INDEPENDENT CHARGE)
(SMT. NIRMALA SITHARAMAN)

(a) The Agricultural & Processed Food Products Export Development Authority (APEDA), an autonomous organisation under the Ministry of Commerce, has identified product specific production clusters in different States to encourage export oriented production. APEDA has also commissioned a study on augmenting export of value added food products from India.

(b) The Food Safety and Standards Act, 2006 and the various regulations made thereunder lay down the food quality and safety standards in India. The Food Safety and Standards Authority of India, a statutory body under the Ministry of Health & Family Welfare, is in the process of harmonizing the existing food products standards with CODEX international food standards. APEDA has developed web-based traceability system for tracing, tracking, product recall under a single window clearance system for peanuts, grapes, pomegranate and organic products. Exports of these products are routed through this online system.

(c) Encouraging exports of food products is a continuous process. The Government is taking steps to encourage exports of food products through measures and incentives under Plan schemes of the Commodity Boards and Export Promotion Councils. Besides these measures, the Ministry of Commerce & Industry has put in place various schemes namely Market Development Assistance (MDA), Market Assistance Initiative (MAI), Assistance to States for Developing Export Infrastructure and Allied Activities (ASIDE), Vishesh Krishi and Gram Upaj Yojana (VKGUY), Focus Product Scheme, Focus Market Scheme, Town of Export Excellence, etc. to provide assistance to encourage exports. The Agricultural and Processed Food Products Export Development Authority (APEDA) is mandated with the responsibility of export promotion and development of 14 scheduled products. APEDA participates in several international trade fairs every year to promote the export of agro products from India. APEDA also works with the regulatory bodies in the importing countries to negotiate and achieve market access for Indian agro products. To enhance the capabilities of the exporters, APEDA extends financial assistance for market, quality and infrastructure development to registered members under the plan scheme Agriculture Export Promotion Scheme.